



1 Key Resources can be the main source of Costs for a venture. Begin by identifying those you will need to start and operate the venture. This is a good way to determine your costs and potential partners.

2 List a range of suppliers for each of the resources you need. One form of innovation is to find new or underused sources of supply. Compare how much it would cost your venture to engage with each source.

3 You can sometimes access resources by providing value other than money to your suppliers. This is the key to forming Partnerships. To achieve this, develop a value proposition for each of your suppliers.

1 REQUIRED RESOURCES

Choose the skills, assets, materials or networks you need for your venture.

INITIAL / ONGOING

2 SOURCES OF SUPPLY

List possible suppliers for this resource. Measure the cost of accessing them in terms of time, money and effort.

SOURCES OF SUPPLY

INITIAL / ONGOING

SOURCES OF SUPPLY

INITIAL / ONGOING

Circle the suppliers who you think could become key partners.

3 PARTNER VALUE PROPOSITION

What are the benefits you will provide to partners in exchange for their resources?

Why should they provide them to you for a reduced cost?

PARTNER VALUE PROPOSITION

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